

System and Method for Mobile Software Application**Development and Deployment**Abstract of the Disclosure

A technique is introduced for developing and deploying an application in a mobile domain.

5 In operation, a mobile data model may be accessed, and a portion of the mobile data model may
selected to be instantiated at a distributed device in order to create a mobile data store at the
distributed device. The mobile data store may contain enterprise information. A mobile software
application and at least a portion of the mobile data model may be made available to a consumer,
and, in some embodiments, the application and the portion of the data model may be deployed to a
10 consumer. In some embodiments, the consumer may be a hand-held computing device.